2005 TOURISM PARTNERSHIP OPPORTUNITIES

DELIVER *the* EXPERIENCE

This is

NOVA SCOTIA

Canada's Seacoast

NOVA SCOTIA
Tourism Partnership

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Simply follow these colour codes on the top of each page for your marketing opportunities!

ATLANTIC CANADA | ONTARIO | QUÉBEC | NORTH EASTERN US | SPECIALIZED MARKETS | ALL MARKETS

2005 Partnership Opportunities Guidelines

- Media advertising prices listed are approximately 60% of the actual cost.
- Prices are based on one insertion, 4-colour material.
- All costs are quoted in Canadian dollars.
- Costs may be subject to change.
- HST is included in all pricing.
- Costs for production of advertising material are not included.
- All programs will require mandatory tracking and reporting of the results by the operator. A reporting form will be distributed to operators via email.
- Advertising content and claims are subject to review and approval by the Nova Scotia Department of Tourism, Culture & Heritage - Tourism Division. Prior to submitting film, ad layout needs to be provided for approval.
- Each order is subject to review. Any or all applications for co-op assistance may not be accepted.
- All programs are subject to cancellation at any time due to lack of sufficient participation.
- No liability is assumed by Corporate Communications Limited, the Province of Nova Scotia or media for any claims made.
- Advertising specifications for each program will be provided once we have received your booking.

  Please see individual program contacts for booking and payment details.

ADVERTISING OFFER

Seasonal Vacation Value Flyers - *New!*

Multiple-page newspaper flyers featuring editorial and special offers that are distributed in newspapers throughout the region, as well as VIC's and point-of-sale kiosks. Anyone visiting the novascotia.com website will have access to these offers. Nova Scotia advertising efforts in 2005 will drive individuals to the website. Participants must agree to track the use of their offer and must meet at least one of the following criteria:

- Minimum 20% discount on product,
- Value-added feature with minimum $10 value, OR
- A package including minimum 1 overnight stay and 2 additional components

Contact: Pam Wamback, (902)424-4170, wambackp@gov.ns.ca

Issue:	Distribution:	Deadlines:	Cost:
Winter	February 2005	Booking: November 24, 2004 Material: December 15, 2004	$200
Spring/Summer	May 2005	Booking: January 28, 2005 Material: February 18, 2005	$200
Fall	September 2005	Booking: June 24, 2005 Material: July 15, 2005	$200

TRAVEL SHOW

Atlantic Canada Showcase

Charlottetown, PEI October 2-6, 2006

Motorcoach operators from Canada and US interested in Atlantic Canadian products meeting in one-on-one pre-scheduled appointments.

Who Should Attend:	Contact:	Cost:
Accommodations, attractions/events, receptive operators, Destination Marketing Organizations	Michele Bourgeois (902)424-5037 mbourgeo@gov.ns.ca	TBA Accommodation and travel costs extra. Programs and costs may be subject to change.

ADVERTISING OFFER

Reader's Digest
(Eastern Canada Edition)

Advertise in the largest magazine in Canada. Reader's Digest, a broad interest consumer publication, reaches over 560,000 households in Eastern Canada. Your ad will be featured in a multiple-page insert with Nova Scotia editorial written for Reader's Digest's diverse audience.

Contact: Kelly O'Brien, (902)493-5051, kobrien.ccl@cclgroup.ca

Insertion Date:	Deadlines:	Cost:
April 2005	Booking: December 2, 2004 Material: January 10, 2005	Full Page: $3,500 Half Page: $1,750

Canadian Living

Be seen by almost 250,000 potential customers in Eastern Canada in a large and well-respected women's consumer magazine. Your ad will be featured in a 4-page insert amid editorial on Nova Scotia designed specifically for the Canadian Living reader.

Contact: Kelly O'Brien, (902)493-5051, kobrien.ccl@cclgroup.ca

Insertion Date:	Deadlines:	Cost:
April 2005	Booking: December 2, 2004 Material: January 10, 2005	Full Page: $4,000 Half Page: $2,000 1/4 Page: $1,000

Ontario Retail Newspaper Insert - *New!*

This four-page newspaper insert will be circulated in the Toronto Star and Ottawa Citizen and will have a strong retail focus. The combined circulation of these newspapers is 870,000. Partners are encouraged to provide packaged products with a fly/drive component. Packages will also be posted on novascotia.com

Contact: Kelly O'Brien, (902)493-5051, kobrien.ccl@cclgroup.ca

Insertion Date:	Deadlines:	Cost:
May 2005	Booking: February 17, 2005 Material: March 15, 2005	Half Page: $6,500 1/4 Page: $3,250

105-01684/

TRAVEL SHOW

Ontario Motorcoach Association Annual Convention

Toronto, ON October 22-27, 2005

Motorcoach tour operators primarily from Ontario meeting in one-to-one pre-scheduled appointments. Association membership is required to attend.

Upcoming Dates:
November 12-15, 2006
November 11-14, 2007

Who Should Attend:	Contact:	Cost:
Accommodations, attractions / events, receptive operators, Destination Marketing Organizations	Michele Bourgeois (902)424-5037 mbourgeo@gov.ns.ca	Approximately $600 registration fee. Costs for accommodations and travel are additional. Programs and costs may be subject to change.

ADVERTISING OFFER

Sélection du Reader's Digest

With a circulation of 237,000, Sélection delivers very strong coverage to the core French market in Québec and New Brunswick, with added French coverage across the rest of Canada. Your ad will be featured in a 6-page insert containing editorial focusing on Nova Scotia product and travel opportunities.

Contact: Kelly O'Brien, (902)493-5051, kobrien.ccl@cclgroup.ca

Insertion Date:	Deadlines:	Cost:
April 2005	Booking: December 2, 2004 Material: January 10, 2005	Full Page: $1,500 Half Page: $750

Montreal – La Presse and Le Journal

Be a part of this 4-page newspaper insert featuring content on Nova Scotia's attractions and activities. The insert will appear in the two major French daily newspapers. The combined circulation of the newspapers is 400,000.

Contact: Kelly O'Brien, (902)493-5051, kobrien.ccl@cclgroup.ca

Insertion Date:	Deadlines:	Cost:
May 2005	Booking: February 4, 2005 Material: March 3, 2005	Full Page: $6,000 Half Page: $3,000 1/4 Page: $1,500

FULFILLMENT

2006 French Travel Guide

Du rêve à l'aventure is the fulfillment for all consumer inquiries generated by the internet and advertising campaigns in Francophone Canada, principally Québec. This 300-page complete trip planner closely parallels the *Doers' & Dreamers' Guide* and fulfills inquiries for French language requests from Québec, NB, NS and elsewhere. Print run of 100,000 copies.

Contact: Nancy Burgess, (902)424-4990, burgesnl@gov.ns.ca

Issue:	Distribution:	Deadlines:	Cost:
2006	January 2006	Booking : July 1, 2005 Materials : July 31, 2005	Rate card available March 2005

TRAVEL SHOW

Salon Vacances et Loisirs d'été

(Summer Holidays Show)

Montreal, PQ April 8-10, 2005
Québec City, PQ April 22-24, 2005

This is one of the largest consumer holiday shows in Québec. In cooperation with Via-Rail, a block of booths are available to Nova Scotia industry operators who want to participate in this special Nova Scotia promotion.

Who Should Attend:	Contact:	Cost:
Receptive tour operators, accommodations, attractions/events, Destination Marketing Organizations.	Cindy Wade (902)424-4676 cwade@gov.ns.ca	Approximately $700 registration fee Additional costs for travel and accommodations. Programs and costs may be subject to change. French language capabilities and the provision of collateral in French is necessary.

Bienvenue Québec

Charlevoix, PQ October 17-19, 2005

Motorcoach tour operators from Canada (primarily Québec) and US meeting in one-to-one appointments. (Nova Scotia will alternate attendance at shows between Bienvenue Québec and Ontario Motorcoach Convention. Nova Scotia will attend Bienvenue again in 2006.)

Who Should Attend:	Contact:	Cost:
Accommodations, attractions / events, receptive operators, Destination Marketing Organizations	Michele Bourgeois (902)424-5037 mbourgeo@gov.ns.ca	Approximately $1,250 registration fee. Additional costs for accommodations and travel. Programs and costs may be subject to change.

VISITOR INFORMATION

Ici, on parle français

The program promotes enhanced customer service through the identification and promotion of tourism-related businesses that provide French service to our visitors.

Eligibility:	Contact:
Tourism-related businesses must have a minimum of one fully bilingual staff person in each front-line area during all hours of operation (subject to review). The program is provided at **no charge** to operators. Following the submission of an application, review and subsequent approval process, operators will receive a membership kit with lapel pins, tent cards and door decals.	Vaughne Madden (902)424-4153 maddenve@gov.ns.ca

ADVERTISING OFFER

Yankee Magazine

Yankee Magazine's audience of upscale, well-educated readers fit Nova Scotia's target and responds strongly to direct response offers. Nova Scotia will be running a special section featuring advertising and editorial content presented in a highly visible and attractive manner to a circulation of over 500,000 to New England.

Contact: Kelly O'Brien, (902)493-5051, kobrien.ccl@cclgroup.ca

Insertion Date:	Deadlines:	Cost:
April 2005	Booking: December 2, 2004 Material: January 10, 2005	Full Page: $7,000 Half Page: $3,500 1/4 Page: $1,750

TRADE SHOWS

National Tour Association (NTA) Annual Convention

Detroit, MI November 4-8, 2005

North American tour operators meeting in one-on-one pre-scheduled appointments. Association membership is required.

Note upcoming dates and locations:

November 3-7, 2006 - Salt Lake City, UT
November 15-19, 2008 - Pittsburgh, PA
November 2-6, 2007 - Kansas City, MO
November 14-18, 2009 - Reno, NV

Who Should Attend:	Contact:	Cost:
Accommodations, attractions / events, receptive operators, Destination Marketing Organizations	Michele Bourgeois (902)424-5037 mbourgeo@gov.ns.ca	Approximately $1,500 registration fee. Accommodation and travel costs extra. Programs and costs may be subject to change.

American Bus Association (ABA)

Chicago, IL February 4-9, 2005

Motorcoach owners from North America (predominantly USA) meeting in one-on-one pre-scheduled appointments.

Note upcoming dates and locations:

February 3-8, 2006 - Nashville TN
February 2-7, 2007 - Grapevine, TX

Who Should Attend:	Contact:	Cost:
Accommodations, attractions/events, receptive operators, Destination Marketing Organizations	Michele Bourgeois (902)424-5037 mbourgeo@gov.ns.ca	Approximately $1,500 registration fee. Accommodation and travel costs extra. Programs and costs may be subject to change.

VISITOR INFORMATION

Fair & Friendly Exchange Program

The Fair & Friendly Exchange Program is a tangible way to show our US visitors that we appreciate the value of a dollar - and their valuable business. To participate in this program, the participant guarantees an exchange rate within five percent of the current bank rate, and displays the Fair & Friendly material in a prominent location where it is recognizable to the visitor. Fair & Friendly is a year round program promoted in the Doers' & Dreamers' Travel Guide.

Contact:	Cost:
Bob Boyd, (902)424-2906 rboyd@gov.ns.ca	No charge

TRAVEL SHOWS

Spotlight Canada Annual Convention

London, England March 7-9, 2005

Tour operators / media from the United Kingdom meeting in one-one-one pre-scheduled appointments. Nova Scotia's participation is in partnership with Atlantic Canada Tourism Partnership.

Who Should Attend:	Contact:	Cost:
Attractions/events, accommodations, Destination Marketing Organizations, receptive tour operators	Kim Jardine (902)424-1787 jardinkr@gov.ns.ca	Approximately $2,500 registration fee. Accommodation and travel costs additional. Programs and costs subject to change.

International Tourism Bourse (ITB)

Berlin, Germany March 11-15, 2005

One of the world's leading fairs. Provides an opportunity to meet with tour operators, travel agents and/or German consumers. Nova Scotia's participation is in partnership with the Atlantic Canada Tourism Partnership and the Canadian Tourism Commission.

Who Should Attend:	Contact:	Cost:
Attractions/events, accommodations, Destination Marketing Organizations, receptive tour operators	Kim Jardine (902)424-1787 jardinkr@gov.ns.ca	Cost varies. Accommodation and travel costs additional.

Other trade shows in the US and European markets have been identified as excellent opportunities for the industry to promote its products. Nova Scotia will be involved in a number of activities including sales missions, trade shows and special promotions which have yet to be determined.

MEETINGS, CONVENTIONS AND INCENTIVE TRAVEL - FULFILLMENT

2006 Meeting & Convention Planner

The Halifax / Nova Scotia Meeting & Convention Planner is a full colour publication developed in cooperation with Destination Halifax. 10,000 copies are distributed to Canadian meeting and convention planners

Contact: Judi McNaughton, Transcontinental Holiday Media, 425-8255, ext. 222

Deadlines:
Distribution: January 2006
Deadline: October 2005

Cost:
Rate card available August 2005

MEETINGS, CONVENTIONS AND INCENTIVE TRAVEL – TRADE SHOWS & PROMOTIONS CALENDAR

DESTINATION HALIFAX
NOVA SCOTIA · CANADA

DESTINATION HALIFAX is the dedicated tourism marketing organization for the Halifax Regional Municipality. It is a partnership of the Hotel Association of Nova Scotia, the Nova Scotia Department of Tourism, Culture and Heritage, the Halifax Regional Municipality and the World Trade and Convention Centre. This partnership is supported by the hotel marketing levy and the tourism industry at large. Destination Halifax serves to grow tourism receipts in the region and is responsible for promoting both business and leisure travel in external markets.

For more information on these programs, please contact Catherine Porter, Director of Business Sales at Destination Halifax – email: cporter@destinationhalifax.com, phone: 422-2161.

The following co-operative marketing initiatives involve representation by Destination Halifax in 2005 wherein partner participation by members is available:

February 6-10, 2005
CESSE Winter Meeting - Virgin Islands

February 16, 2005
Tête A Tête Tradeshow - Ottawa

February 17, 2005
Toronto Winter Promotion

April 2005
Showcase Washington (tentative)

April 13 & 14
NEMICE - Boston, MA

May 26, 2005
Springtime in the Park - Washington, DC

May, 2005
Ottawa Client Promotion

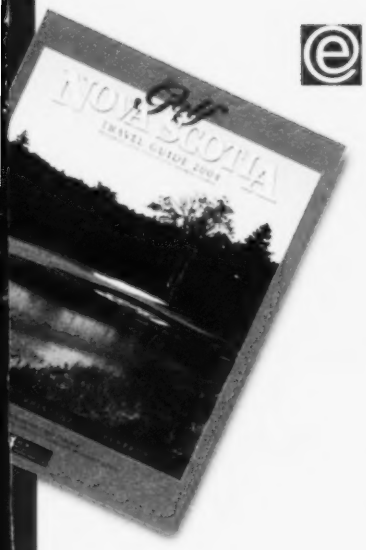
June 9-10, 2005 - GWSAE/ASAE Forum on Leadership & Management - Montréal

July, 2005
CESSE Annual Conference - Portland, ME

August 22-24, 2005
Canadian Meeting & Incentive Travel Show (CMITS) - Toronto

September 29 - October 1, 2005
Canadian Society of Association Executives (CSAE) Annual Conference & Tradeshow - Charlottetown

October, 2005 - Market Blitz New England (formerly Showcase Boston/Hartford)



GOLF - FULFILLMENT OFFER

2006 Nova Scotia Golf Travel Guide

A full colour publication produced in partnership with Golf Nova Scotia. 85,000 copies of this publication will be distributed as fulfillment to inquiries about golf in Nova Scotia, to all VIC's and point-of-sale kiosks, through Check-In Nova Scotia and at major golf trade and consumer shows. Available as electronic fulfillment online.

Contact: Judi McNaughton, Transcontinental Holiday Media, 425-8255, ext. 222

Deadlines:	**Cost:**
Booking: November 2005	Rate card available August 2005
Distribution: February 2006	

GOLF - TRAVEL SHOWS

Golf & Travel Shows

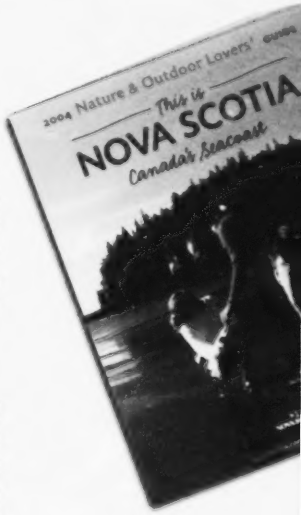
Montreal, PQ March 4-6, 2005 Toronto, ON March 11-13, 2005
Ottawa, ON March 18-20, 2005

Nova Scotia will have a presence at these shows in partnership with Golf Nova Scotia. Major Canadian golf and consumer show with exhibitor mix of destinations, resorts, golf clubs and courses, golf manufacturers. Attracts golfers who travel.

Contact:	**Cost:**
Bob Book, (902)424-3141	$1,200 - $2,000 per booth
bookbe@gov.ns.ca	Additional costs for accommodations and travel.
	Program/costs subject to change.

OUTDOOR & NATURE FULFILLMENT OFFER

2006 Nova Scotia Outdoor Adventure Guide



The Nova Scotia Outdoor Adventure Guide is a publication developed in cooperation with the Nova Scotia Adventure Tourism Association (NSATA). 80,000 copies of this publication are produced for distribution by members of the Association, as fulfillment to inquiries about outdoor and nature in Nova Scotia, to all provincial VIC's, point-of-sale kiosks and select consumer shows. Advertising programs are subject to conditions and criteria. Available as electronic fulfillment online.

Contact: Pam Wamback, (902)424-4170, wambackp@gov.ns.ca

Deadlines:	**Cost:**
Distribution: January 2006	Adventure Listing:
Booking: November 15, 2005	$300 per adventure package
Material Deadlines: November 30, 2005	(limit 1 per operator, open to all outdoor operators)
* Advertising (available only to NSATA members):	*1/4 page - $350
	*1/8 page - $175

FESTIVAL & EVENTS ASSISTANCE PROGRAM

This program is designed to provide assistance to those festivals or events that are able to impact on incremental visitation and spending to the Province. To work towards achieving these goals, the Program is designed to provide cooperative (partnership) support to a maximum of 50% of costs associated with the direct-to-consumer marketing initiatives that are strategically in line with both the festivals'/events' mandate as well as the Province's objectives. Applicable activities include marketing initiatives (i.e. brochure development / printing / distribution, advertising campaigns, direct mail initiatives, research, etc.) or new website development.

Applications* for this program are available by contacting your Regional Tourism Industry Association. Deadline for applications: May 30, 2005

*Applications for investment under this program are dependent upon funding availability. This assistance is provided on a one-year basis only. Successful applications in previous years do not necessarily guarantee eligibility for current year or future funding.

REGIONAL TOURISM INDUSTRY ASSOCIATIONS

Regional Tourism Industry Associations offer various programs in which industry can participate at the local level including production of literature, FAM tours, consumer shows, special regional promotions, etc. For more information, contact the association in your area:

Antigonish-Eastern Shore Tourism Association - 889-2362 - anteast@ns.sympatico.ca
Central Nova Tourist Association - 893-8782 - info@centralnovascotia.com
Evangeline Trail Tourism Association - 681-1645 - info@evangelinetrail.com
Pictou County Tourist Association - 485-6151 - info@tourismpictoucounty.com
South Shore Tourism Association - 634-8844 - ssta@ns.aliantzinc.ca
Yarmouth County Tourist Association - 742-5355 - ycta@ns.aliantzinc.ca
Destination Cape Breton Association - 563-4636 - sandra@tcb.ns.ca
Halifax Regional Municipality - Recreation, Tourism & Culture - 490-4000 - ivc@halifax.ca

MARKETING PROGRAMS

TradeSmart

TradeSmart is a Travel Trade Supplier Certification Program designed to expand the markets for Nova Scotia's tourism products (accommodations, activities/events, attractions) through building successful partnerships with the travel trade domestically and internationally.

TradeSmart

Suppliers and Destination Marketing Organizations are invited each year to attend a seminar that addresses "how-to's" of doing business with the travel trade. A kit and application form are provided. Approval for certification is based on having published policies that are responsive to travel trade needs.

Contact:

Susan Jeffries
(902)424-5486
jeffrisl@gov.ns.ca

Cost:

Seminar $75
Application: $250

E-MARKETING

Website Reciprocal Link Program

Surf Canada's seacoast on www.novascotia.com, the official tourism website of the province of Nova Scotia. Partners can benefit in two ways from our on-line marketing:

1. Listings included in the Doers' & Dreamers' Guide will automatically be included on-line in a searchable database and/or on pages throughout the site;
2. Links can be established to other Nova Scotia tourism-related sites that specifically promote Nova Scotia as a vacation destination.

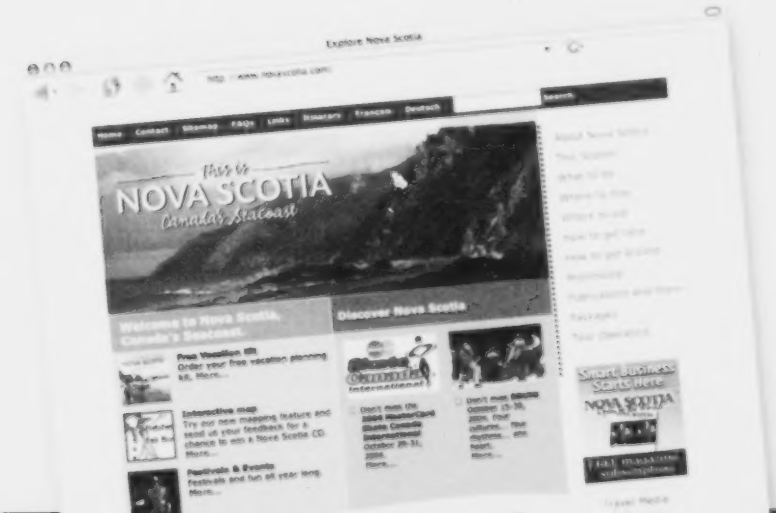
Properties participating in the Doer's & Dreamer's Guide are automatically included on www.novascotia.com. Partners are required to provide a reciprocal link back to www.novascotia.com from a primary page on their website. Links may be removed without notice at any time. All information must be kept current. Other conditions may apply.

Contact:

Tanya MacLeod
(902)424-2682
macleotl@gov.ns.ca

Cost:

No charge



Festivals & Events On-line Information

Festivals and events organizers can now enter and manage information relating to their festival/event online at their convenience! The information is username and password protected, and contacts will be able to add new events and update or delete their events on a regular basis.

Contact:	Cost:
www.novascotia.com/partners or Pam Wamback (902)424-4170 wambackp@gov.ns.ca	No charge

2006 Festivals & Events Guide

The 2006 edition of the guide will be 24 - 8 1/2 x 11 pages designed to enhance the marketing efforts for the wide range of festivals and events throughout the province. 100,000 copies will be printed for broad circulation, as fulfillment to parts of the Regional advertising campaign and to VIC's and point-of-sales kiosks. Advertising available first to festivals and events. Available as electronic fulfillment on-line.

Contact:	Deadlines:	Cost:
Pam Wamback (902)424-4170 wambackp@gov.ns.ca	Booking: October 15, 2005 Materials: October 30, 2005	1/2 Page - $600 1/4 Page - $300

On-line Packages and Special Offers

Seasonal packages and special offers can be featured on the novascotia.com site. Packages must include 1 overnight stay and 2 additional components. Special offers must meet at least one of the following criteria:

- A minimum 20% discount on product
- Two-for-one offer
- A value-added feature with minimum $10 value.

Visitors to novascotia.com will have access to the value offers. All Nova Scotia advertising initiatives in 2005 will direct individuals to the site. In addition special direct mail and/or e-marketing campaigns will be implemented as part of the 2005 advertising efforts, reminding people to check online for packages to suit their traveling needs. Some conditions apply.

Contact:	Cost:
www.novascotia.com/partners or Pam Wamback, (902)424-4170 wambackp@gov.ns.ca	$100 for a 3 month display.

TOUR OPERATOR PROGRAMS

Tour Operator Partnership Program

This program provides opportunities to partner in the marketing of packaged products in Nova Scotia's key markets. The program is available to Tour Operators based on submitted proposals only.

Timing:	Contact:
Proposals due Spring/ Summer 2005 Funding levels vary.	Cindy Wade (902)424-4676 cwade@gov.ns.ca

PRODUCT KNOWLEDGE / FAMILIARIZATION TOURS

Travel Counselor

Experiencing your product first hand greatly increases travel counselors' knowledge of your area and your product, allowing them to transfer this information to our visitors. Each spring regional product knowledge (FAM) tours are conducted for travel counselors working in provincially and locally operated visitor information centres. These tours are part of an annual training program designed to enhance the travel counselor's knowledge of Nova Scotia's tourism product. Tours are 3-4 days in length and carry approximately 25-35 participants each.

Timing:	Contact:	Cost:
May/June 2005	Lisa MacIsaac (902)424-2788 lmacisaa@gov.ns.ca	Complimentary or reduced costs

Travel Media

To promote Nova Scotia's tourism products through television/film, radio, newspaper or magazine writers, photojournalists and editors of niche publications. Media FAMs last anywhere from several days to 2 weeks and may involve individuals or small groups. Your involvement will enhance the awareness and expose your business to key media outlets worldwide.

Eligibility:

1. Accommodation must have full private bath.
2. Provide complimentary or reduced rates.
3. Willingness to direct bill/invoice

Timing:	Contact:	Cost:
Year Round	Randy Brooks (902)424-4171 rbrooks@gov.ns.ca	In kind contribution of your product and/or service

Travel Trade

Assist in educating travel agents, reservation agents, travel counselors, tour operators, wholesalers and group leaders to be a highly effective sales force for the Nova Scotia product by allowing them to experience it first hand. Build knowledge and enthusiasm for your product in this important distribution channel.

Eligibility:

1. Accommodation must have full private bath.
2. Provide complimentary or reduced rates.
3. Businesses will be contacted depending on origin and/or special interests of the group.
4. Involvement will enhance the awareness and expose the business throughout North America and Europe.

Timing:	Contact:	Cost:
Year round, excluding high season	Cindy Wade (902)424-4676 cwade@gov.ns.ca	In-kind contribution of your product and/or service

Meetings, Convention & Incentive Travel

Coordinated by Destination Halifax, these are targeted towards prospects in several market segments, ranging from those with tentative group business on the books to US prospects which are market development in scope. The FAM attracts 10-15 meeting planners / association executives who participate in educational activities, hotel site inspections and social functions.

Timing:	Contact:
July 2005 - Canadian FAM August 4-7, 2005 - US FAM	Catherine Porter, Director of Business Travel - Destination Halifax (902)422-2161 cporter@destinationhalifax.com

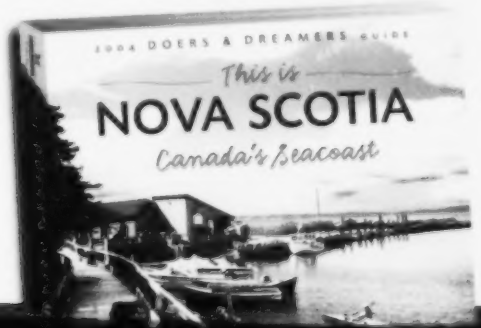
FULFILLMENT

2006 Doers' & Dreamers' Travel Guide

English Version

The Doers' & Dreamers' Complete Guide is the signature information piece. The 424-page guide will be distributed to 650,000 potential visitors as fulfillment to inquiries resulting from advertising campaigns in all Anglophone markets, at travel shows, through VIC's and travel agents.

Deadline:	Contact:	Cost:
Doers' & Dreamers': January 2006 Booking: July 1, 2005 Materials: July 31, 2005	Nancy Burgess (902)424-4990 burgesnl@gov.ns.ca	Rate card available March 2005



Literature VIC Distribution

Distribution of tourism brochures to provincial and municipal Visitor Information Centres. Brochures will be displayed on rotational basis.

Benefits:
Over 1 million visitors enter more than 83 Visitor Information Centres throughout the province. Brochures are displayed in the centres by region and/or activity.

Contact:

Bob Boyd
(902)424-2906
rboyd@gov.ns.ca

Cost:

Operator is responsible for delivery to Distribution Centre

Nova Scotia Check-In Information and Reservation Service

Information and rates may be updated regularly to remain current. Both reservations and information may be used in pre-planning stage and while in province. Operator only pays for service when revenue is generated through actual booking. Product information listings may be accessed by visitors online, by toll free number or Provincial Visitor Information Centers.

Contact:

Bob Boyd
(902)424-2906
rboyd@gov.ns.ca

Cost:

Information service free to both operators and visitors. Operators are charged a commission for reservations made through the service.

Open Door Program

This program enables operators to promote their product to staff who can in turn sell the product to the visitor. Participating operators offer some form of discount or added value. Front line staff must present their card identifying them as members in order to receive the discount or added value.

Benefits:
Operators promote their product to approximately 700 front line staff at Visitor Information Centres, Check-In, National Historic Sites & Parks, Provincial Parks, and Nova Scotia Museums.

Contact:

Bob Boyd
(902)424-2906
rboyd@gov.ns.ca

Cost:

Cost is determined by the operator who can offer reduced rates, waive admission fees, etc. All offers should be based on availability and operators may establish any criteria they wish.

Tourism Destination Development Program

Tourism destination areas offer visitors unique, quality products and experiences. Investing in the development and enhancement of tourism attractions, sites and experiences that incorporate Nova Scotia's strategic priorities will help destinations create and enhance the products and services they have to offer. Examples of activities include:

- Tourism Planning
- Tourism Infrastructure
- Interpretation Development
- Tourism Programming

Eligibility: Private sector operators working as part of a group/consortium effort to implement strategic product development projects; non-commercial, Not-for-profit organizations such as local development associations, municipalities and industry associations are eligible. Costs can include planning and design, capital costs and interpretation. Ineligible costs include land acquisition, purchase of equipment, operating costs, marketing initiatives, marketing plans, administrative and project management.

Contact:	Deadlines:	Cost:
Darlene MacDonald (902)424-4021 macdarm@gov.ns.ca	For Applications: April 29, 2005 September 9, 2005	Up to a maximum of 50% of eligible costs.

There are also pdf versions of the full program description and application available on line at www.nstpc.com under 'Programs'. Deadlines and funding resources are subject to change based upon demand and availability of budgets.

Tourism Industry Development Program

Investing in educational, best business practice and market-readiness initiatives to enhance the quality of tourism services, businesses and products. Examples of activities include:

- Study tours / best business missions
- Mentoring assessments
- French-readiness
- Strategic community tourism planning
- Seminars, workshops, conferences
- Mystery shop assessments
- Sustainable communities
- Professional development of outdoor / adventure tourism operators

Eligibility: Private sector operators working as part of a group/consortium effort to implement strategic product development projects; non-commercial. Not-for-profit organizations such as local development associations, municipalities and industry associations are eligible. Costs can include professional services, meeting expenses, travel expenses, registration fees, incremental administration. Ineligible costs include capital and operating costs, industry participation time.

Contact:	Cost:
Darlene MacDonald (902)424-4021 macdarm@gov.ns.ca	Up to a maximum of 75% of eligible costs.

There are also pdf versions of the full program description and application available on line at www.nstpc.com under 'Programs'.

Business Development Guides

The purpose of the "how-to" business development guides is to provide information necessary for establishing, improving and operating a tourism-related business in Nova Scotia. There are 11 guides available:

- Accommodations
- Restaurants
- Receptive Tour Operators
- Community Tourism Planning
- Retail Operations
- Adventure Tourism Operators
- Campgrounds
- Local Sightseeing Tour Operators
- Visitor Information Centres
- Attraction Development
- Marketing for Individual Businesses

Contact:	**Cost:**
The "how-to" guides are available in pdf format online at www.gov.ns.ca/tourism, under 'Tourism Development Guides'.	No charge

DATES TO REMEMBER

ATLANTIC CANADA PARTNERSHIP OPPORTUNITIES

2005 Winter Vacation Value Flyer ..... Booking: November 24, 2004
..... Materials: December 15, 2004

2005 Spring/Summer Vacation Value Flyer ..... Booking: January 28, 2005
..... Materials: February 18, 2005

2005 Fall Vacation Value Flyer ..... Booking: June 24, 2005
..... Materials: July 15, 2005

Atlantic Canada Showcase ..... Charlottetown, PEI: October 2-6, 2006

ONTARIO PARTNERSHIP OPPORTUNITIES

Reader's Digest (Eastern Canada) ..... Booking: December 2, 2004
..... Materials: January 10, 2005

Canadian Living ..... Booking: December 2, 2004
..... Materials: January 10, 2005

Ontario Retail Newspaper Insert ..... Booking: February 17, 2005
..... Material: March 15, 2005

Ontario Motorcoach Association Annual Convention .... Toronto,ON: October 22-27, 2005

QUÉBEC PARTNERSHIP OPPORTUNITIES

Sélection du Reader's Digest ..... Booking: December 2, 2004
..... Materials: January 10, 2005

Montréal – La Presse and Le Journal ..... Booking: February 4, 2005
..... Materials: March 3, 2005

2006 French Travel Guide ..... Booking: July 1, 2005
..... Materials: July 31, 2005

Salon Vacances et Loisirs d'été (Summer Holidays Show) ..... Montreal, PQ: April 8-10, 2005
..... Québec City, PQ: April 22-24, 2005

Bienvenue Québec ..... Charlevoix, PQ: Oct 17-19, 2005

NORTHEASTERN US PARTNERSHIP OPPORTUNITIES

Yankee Magazine ..... Booking: December 2, 2004
..... Materials: January 10, 2005

National Tour Association Annual Convention ..... Detroit, MI: November 4-8, 2005

American Bus Association ..... Chicago, IL: February 4-9, 2005

[illegible] PARTNERSHIP OPPORTUNITIES

Spotlight Canada ..... London, England: March 7-9, 2005

International Tourism Bourse ..... Berlin, Germany: March 11-15, 2005

SPECIALIZED MARKETS PARTNERSHIP OPPORTUNITIES

2006 Meeting & Convention Planner ..... Deadline: October 2005
..... Distribution: January 2006

2006 Nova Scotia Golf Travel Guide ..... Booking: November 2005
..... Distribution: February 2006

Golf & Travel Shows ..... Montreal, PQ: March 4-6, 2005
..... Toronto, ON: March 11-13, 2005
..... Ottawa,ON: March 18-20, 2005

2006 Outdoor Adventure Guide ..... Booking: November 15, 2005
..... Materials: November 30, 2005

ALL MARKETS PARTNERSHIP OPPORTUNITIES

2006 Festivals & Events Guide ..... Booking: October 15, 2005
..... Materials: October 30, 2005

Meetings, Conventions & Incentive Travel ..... Canadian FAM: July 2005
..... US FAM: August 4-5, 2005

2006 Doers' & Dreamers Travel Guide (English Version) ..... Booking: July 1, 2005
..... Materials: July 31, 2005

Tourism Destination Development Program ..... April 29, 2005; September 9, 2005

Tourism Industry Development Program ..... Proposals due: Spring/Summer 2005

NOVA SCOTIA

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